

# SBC MEMBER SURVEY

Is SBC helping its members be the best for  
New Zealand and the world?

July 2019

# Introduction

SBC's purpose is to help businesses be the best for New Zealand and the world.

Four pillars direct our work and focus that can help us fulfil our purpose and make sustainability more mainstream in the New Zealand business community.

## OUR FOUR PILLARS



We surveyed members to tell us how we're doing on our purpose and the four pillars that underpin our work and aim to make sustainability more mainstream. We wanted to know what's been of most value to them and which big trends and issues they think will impact them in the next two to three years. And we asked what training SBC could offer to help members build capability, where we're doing well and where they'd like us to do better.

The survey<sup>1</sup> ran from 29<sup>th</sup> May to 17<sup>th</sup> June, 2019. It was sent to 273 people, and we received 50 (18%) responses. The responses were from senior executives such as CEOs and Directors (30%), sustainability managers and technical/other managers (62%), and communications or marketing managers (8%).

The survey results will be a key element of SBC's member insights work, which also includes feedback from member events, Council Member and Advisory Board dinners, discussions with the SBC Advisory Board and member engagement with SBC communications output. This insights work will help SBC review the success of its current strategy and inform the new direction of strategy and vision. It will also help programme, communications, and event and training managers decide on the future direction of projects and set new goals.

<sup>1</sup> Survey questions can be supplied on request by contacting Alison Herft [aherft@businessnz.org.nz](mailto:aherft@businessnz.org.nz)



## Results comparison 2019 to 2018

The first SBC member satisfaction survey was conducted in 2018 and we now have a year-on-year comparison of SBC's performance across the pillars of our strategy and overall member satisfaction.

Since 2018, there has been an increase in average score for:

- Overall member satisfaction
- Helping sustainability become more mainstream in the NZ business community
- Making sustainability easy and clear
- Creating a sense of fellowship and belonging
- Inspiring businesses to go further with their sustainability
- Making sustainability an aspiration for non-member businesses

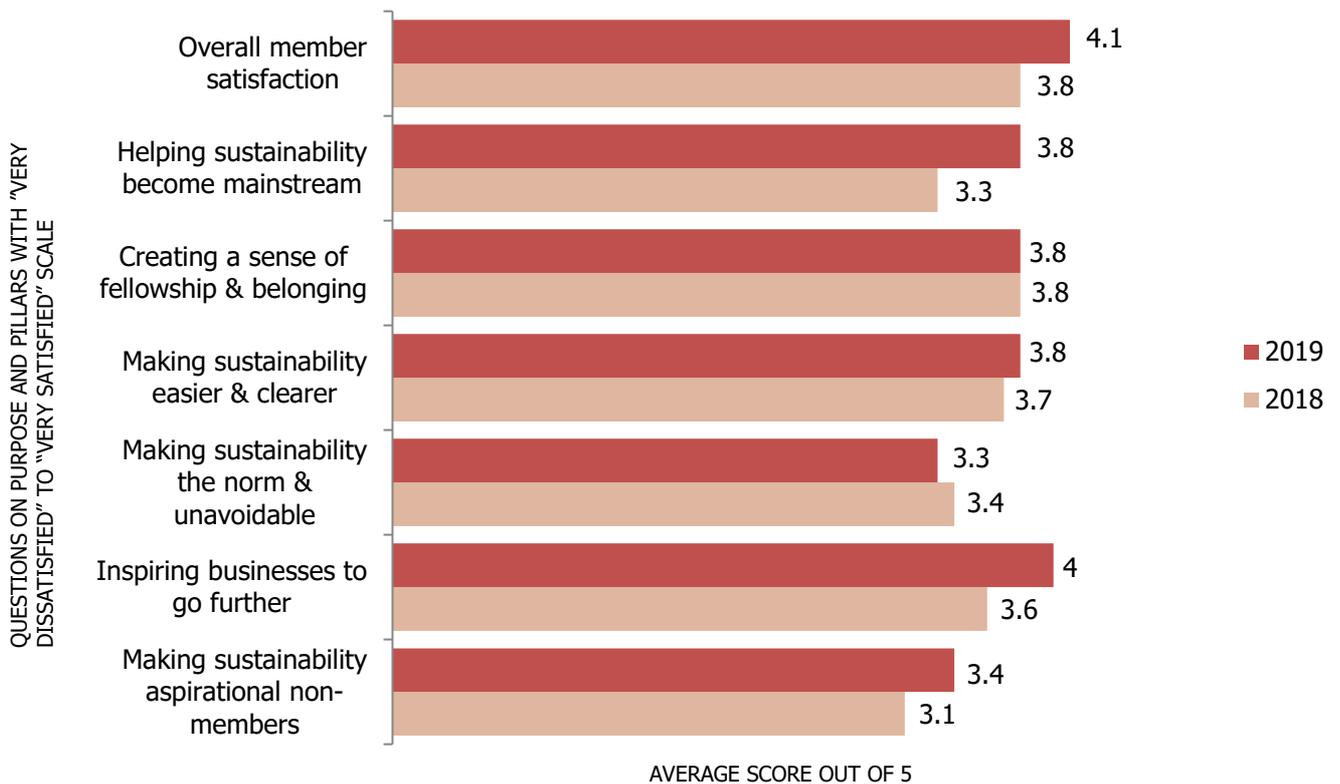
There has been a drop in member satisfaction of SBC's performance against the pillar of "making sustainability the norm and unavoidable".

We can also compare SBC's 2019 Net Promoter Score (NPS) with our 2018 NPS. Net Promoter Score is a metric for assessing customer (or in SBC's case, member) loyalty to a company's brand, product or service. This year SBC achieved an NPS score of 42, up from 13 in 2018.



# Member survey results

The chart below compares the 2019 and 2018 average member satisfaction scores for questions related to SBC’s overall performance, our success in helping sustainability become mainstream in the New Zealand business community, and the four pillars that underpin our strategy. For each of these questions, members could score on a scale from 1 (Very dissatisfied) to 5 (Very satisfied).



## What’s been most valuable to members in the past year



## Issues and trends that members say will have the biggest impact on their business in the next two to three years

Below are the top 10 categories of trends and issues, ranked from highest to lowest. These 10 categories were designed by SBC to meaningfully cluster all 50 survey responses.

1. Climate change adaptation, costs, and shift to a low-emissions economy
2. Value chain sustainability incl packaging, plastics and human rights
3. Customer expectation shift, reputation and trust issues
4. Government regulation and non-financial disclosure requirements
5. Shifting workforce needs, incl. wages, attracting talent, skills needs
6. Embedding & governing sustainability across the whole business
7. Technological & digital disruption
8. Biodiversity and environmental impacts incl food systems
9. Societal change, incl demographic shift and growing inequality
10. Diversity and inclusion, including women's, youth and Māori interests

## The most useful communications channels in the past year



**Other** = "Briefing emails", "Face-to-face events" and "Webinars"

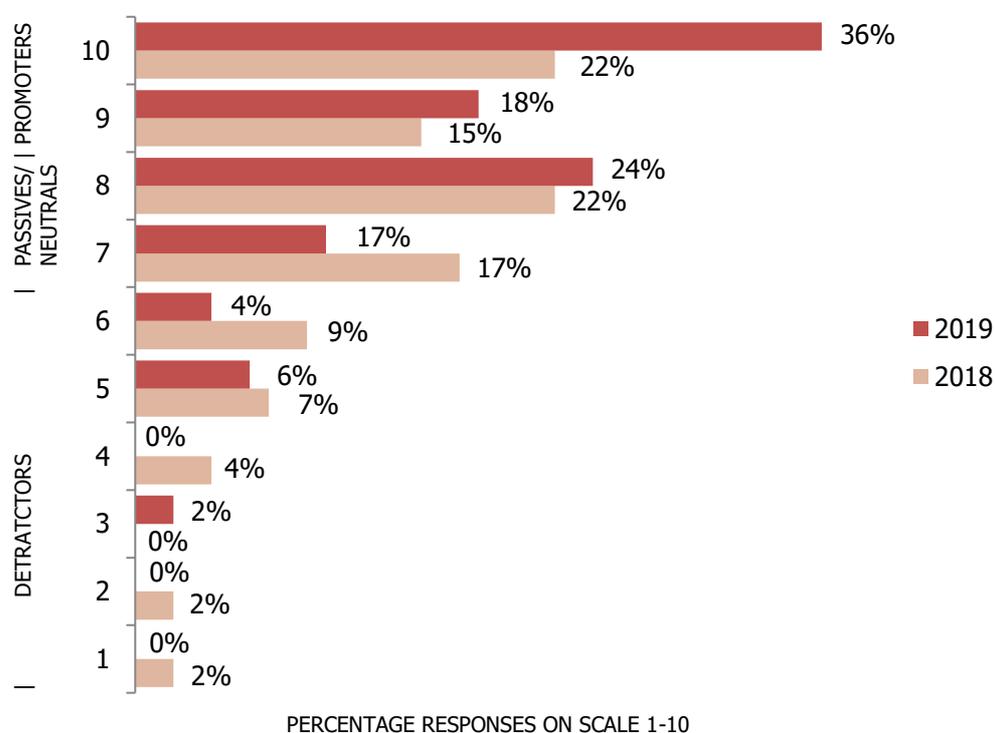


## Members' likelihood of recommending SBC membership to another New Zealand business

These responses provide the data for calculating SBC's Net Promoter Score (NPS). Net Promoter Score is a metric for assessing customer (or in SBC's case, member) loyalty to a company's brand, product or service. This year SBC achieved an NPS score of 42, up from 13 in 2018. The response types are:

- Promoters, who respond with a score of 9 or 10
- Passives/Neutrals, who respond with a score of 7 or 8
- Detractors, who score any number from 1-6

The NPS of 42 was calculated by subtracting the percentage of detractors (12%) from the percentage of promoters (54%).



## Reasons for score given on likelihood of recommending SBC membership to another New Zealand business

### From passive/neutrals and promoters

The reasons given by people who were likely (Score of 7 or 8 - Passives/neutrals) or very likely (Score of 9 or 10 - Promoters) to recommend SBC membership to other businesses were:

- SBC drives change/influences action
- SBC is doing a good job/professional team
- Good capability building, useful knowledge and valuable resources
- Created fellowship and helped people/groups work together



- Gave members access to others through networking and brokering connections
- Valuable support and 1:1 guidance
- Holding members to account gives credibility and prompts change

Other comments are that SBC is inspiring, the alignment with Climate Leaders Coalition is valuable, and member profiling is valuable.

One negative comment from a passive/neutral responder was that SBC is doing too much and the remit is too broad.

#### From detractors

Detractors (Score of 1-6) said they would be less likely to recommend SBC membership to other businesses because:

- SBC remit is too broad
- Not doing enough for smaller businesses
- Weak on some important topics such as supply chain
- Too expensive

One positive comment from a detractor is that the access that SBC gave them to other organisations was valuable.

### **What members want SBC to keep doing**

Below are the top 10 categories of answers, ranked from highest number of responders to lowest. These 10 categories were designed by SBC to meaningfully cluster all 50 survey responses.

- Advocacy & influence of government, media, ELT and national conversations, particularly in the area of climate change
- Storytelling, Pānui, sharing best practice stories and updates on topical issues
- Capability building courses/workshops/training
- Networking events
- Bringing people together/sharing knowledge
- Pushing boundaries / taking risks / having fun / keeping up energy
- Webinars general and/or specialist topics
- 1:1 meetings/support
- CLC support & alignment
- Continuing current work programme/portfolio

People also said that they want SBC to keep holding members to account, keep getting more members, keep regional access to events via livestreaming. One person suggested that we start a category of stakeholders called “engaged” that is “for those that want to become members and be part of the community but aren't ready to take the step for resource or financial reasons.”



## What members want SBC to change or stop doing

Below are the top three categories of answers, ranked from highest number of responses to lowest. These three categories were designed by SBC to meaningfully cluster all 50 survey responses.

- Don't stop or change anything
- Do more to hold members to account
- Mix up the sponsors and partners on SBC work and need more diversity of speakers and leaders presenting at SBC events
- Other suggestions, from one or two responders, for what SBC needs to change or stop doing, were:
- Work more with government
- Focus more on innovations by smaller businesses
- Engage members differently in focus groups on key topics
- Hold more events in the regions
- Re-balance getting new members with the needs of current members
- Get better at timing of on-boarding
- Be careful not to greenwash/over-celebrate members that aren't being sustainable enough across the whole company

## Types of training that members would like to support their capability to mainstream sustainability within their companies

Below are the top six categories of answers, ranked from highest number of responses to lowest. These six categories were designed by SBC to meaningfully cluster all 50 survey responses.

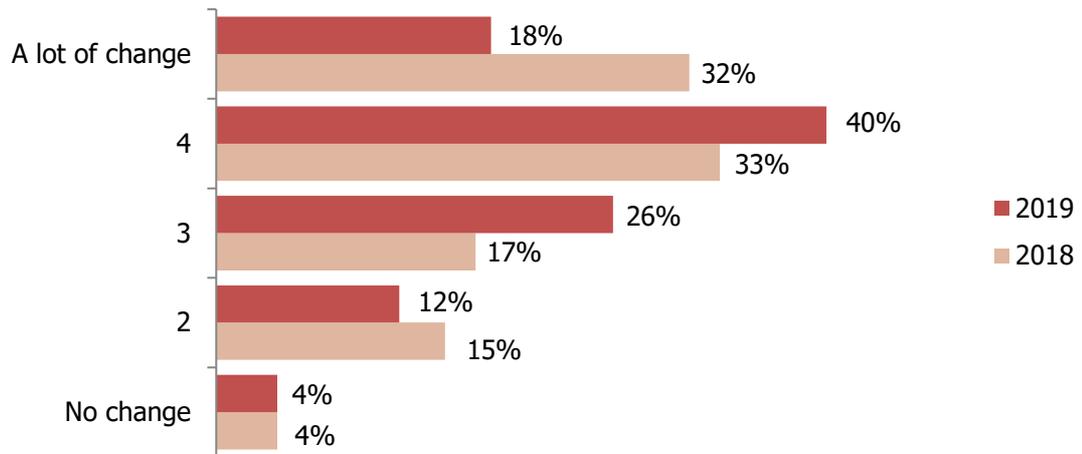
- CEO/senior executive introduction to and training in sustainability
- Sustainability for non-sustainability managers, e.g. CFOs, procurement managers, sales
- Metrics/ measuring performance, including sustainability ROI
- Softer skills: Influencing, negotiation, leadership, facilitation, engaging senior leadership/Board, internal engagement
- Training for smaller businesses in sustainability, including emissions management
- Communications and storytelling

Other types of training suggested, from only one or two responders, were about:

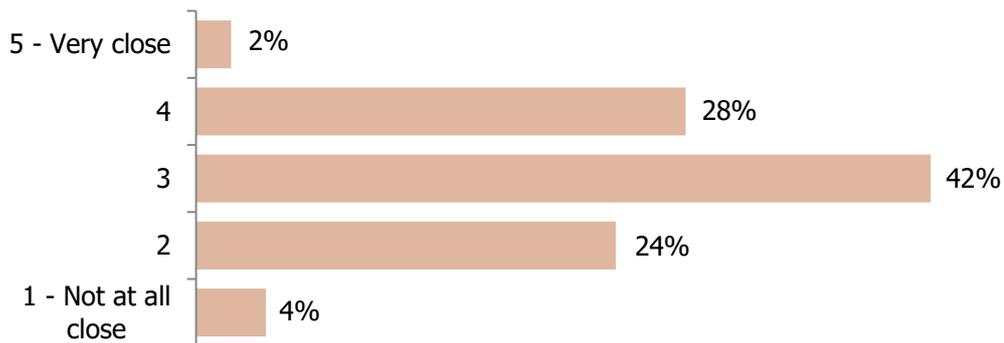
- Emissions reduction
- Sustainable procurement
- Materiality
- Reporting on sustainability
- Working with government
- Embedding sustainability across the whole business

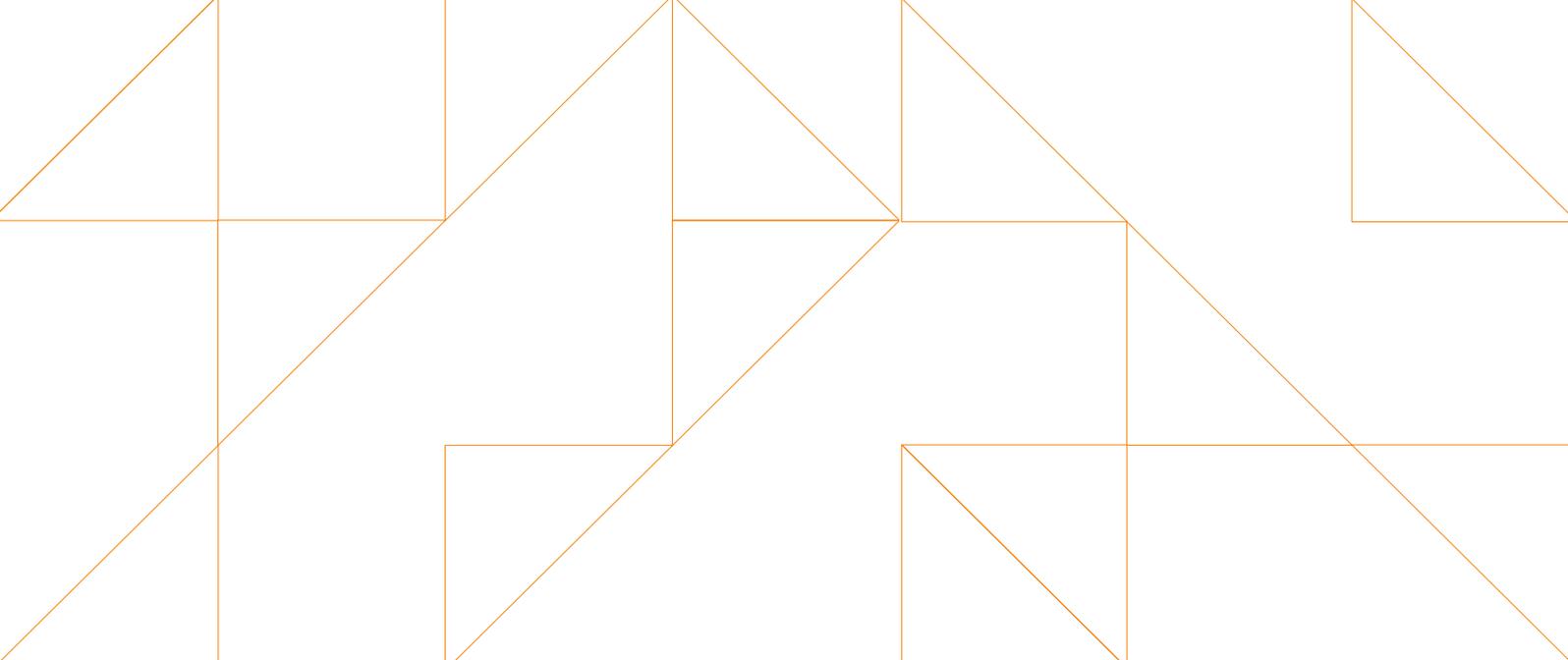


## Members' experience of change in who is talking about sustainability at their workplace, such as CEOs and communications team



## How close members think sustainability is to being mainstream in New Zealand large businesses





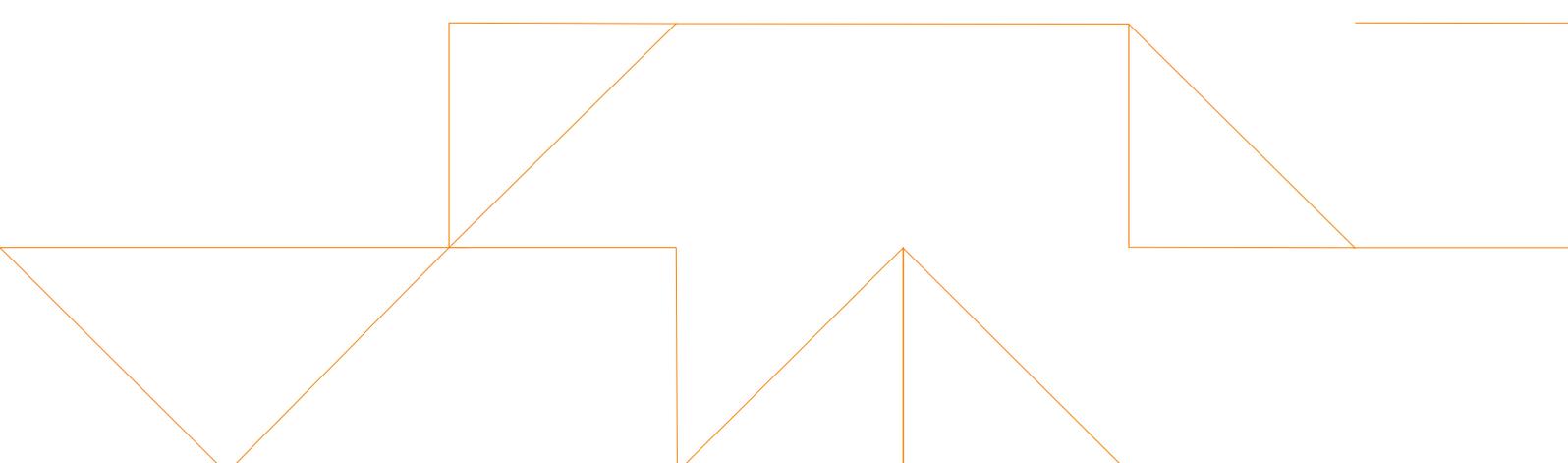
# Thanks!

FOR ENQUIRIES

Email: [aherft@businessnz.org.nz](mailto:aherft@businessnz.org.nz)

Website: [www.sbc.org.nz](http://www.sbc.org.nz)

Phone: +64 21 243 1920



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